

Facebook and Instagram marketing course provides participants with a thorough understanding of community Management for Facebook & Instagram, be able to create a campaign using business manager, advertising on Facebook & Instagram, understanding types of campaign objectives, A/B testing & its importance, how to set up the highest return with the lowest cost, creating ads reporting & reading the insights and moderation & crisis management.

Modules		Takeaways	Key Exercises
Modules 1	Opportunities	<ul style="list-style-type: none"> <li>Scope and opportunities for businesses on the platform</li> </ul>	Group discussion Q/A
Modules 2	Type of Ads	<ul style="list-style-type: none"> <li>Learn about all the different ways you can advertise on the platform</li> </ul>	Group discussion Q/A
Modules 3	Targeting	<ul style="list-style-type: none"> <li>Learn how to find your audience</li> </ul>	Group discussion Q/A
Modules 4	Implementation	<ul style="list-style-type: none"> <li>See how an ad is created from scratch using Facebook Ad Manager</li> </ul>	Facebook Ad Manager